

1998 COMMERCIAL FLORICULTURE SUMMARY

The wholesale value of 1998 floriculture crops for Virginia producers decreased less than one percent from the revised 1997 valuation. Floriculture production by growers with \$10,000 or more in sales totaled \$70.5 million for 1998, down only slightly from \$70.8 million in 1997. Virginia growers with sales of \$100,000 or more made up 88% of the total with \$62.1 million in production. In 1997 production by growers with \$100,000 or more in sales totaled \$64.5 million or 91% of total floriculture production within the Commonwealth.

At the U.S. level the wholesale value of 1998 floriculture crops was up one percent from the revised 1997 valuation. The total value of all crops at the wholesale level for growers with \$10,000 or more in sales is estimated at \$3.93 billion for 1998, compared with \$3.90 billion for 1997. The total wholesale value of floriculture crops grown by operations in the United States exceeding the \$100,000 sales level reached \$3.56 billion in 1998, up slightly from 1997's total.

The data is based upon the decennial Census of Horticultural Specialties. The survey questionnaire contained the traditional questions about floriculture production plus detailed questions about horticultural commodities in general. Complete results of the Horticultural Census will not be available until late 1999. ~

Wholesale Value of Floriculture Sales, 1997-1998

Types	Virginia		United States /1	
	1997*	1998	1997*	1998

-Thousand Dollars-

Growers With \$100,000+

Cut Flowers	1,948	1,588	471,569	418,943
Cultivated Greens	--	24	116,184	125,587
Potted Flowering Plants	21,318	21,047	722,869	700,627
Foliage Plants	3,576	2,213	499,964	503,403
Bedding/Garden Plant	37,633	37,273	1,346,959	1,812,628
TOTAL	64,475	62,145	3,557,545	3,561,188

TOTAL ALL GROWERS 2/	70,835	70,485	3,896,050	3,933,878
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* Revised. 1/ Represents growers in 36 states. 2/ Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level were estimated by multiplying the number of growers in each size group by the midpoint of each dollar value range.

